



Developing Art Market Desain in Medan (With a Neo-vernacular Approach)

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Abstract. Medan is a historical and multi-ethnic city which is one of the tourist destinations in Indonesia. Medan has many cultures that produce a lot of arts and crafts from each culture. However, the facilities and infrastructure for culture are still lacking. Only Cultural Park and PRSU are cultural spaces facilitated by the government. From the private sector, several galleries sell creative cultural industries that are managed privately. Therefore, this study aims as a boost where it is necessary to build a centre for a complete arts and crafts shop as a medium for art artisans to explore their talents and to help the economy of the surrounding community. Data collection in this study relies on secondary data obtained from libraries, related offices related to urban planning such as the Medan City Planning Agency and online sources. Then proceed with observing the location of potential sites as art markets. These observations emphasize apart from the location of the site as well as on the environment and infrastructure around the site. The results of the study show that: the right location for designing an art market in Medan is on Palang Merah street. This location is considered suitable because of its strategic location, close to the city centre and close to culinary spots. With this art market, it can become a workshop or marketing place for the creative industry in Medan.

Keyword: art market, Medan, neo vernacular.

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1 Introduction

With conditions where it is difficult to find a craft and art shop, it becomes a raider where it is necessary to build a centre of craft and art shops into one place that is easily accessible and complete. With the existence of an art market in Medan, it will answer various problems in the arts and crafts in the field, including, Tourists and the people will easily access and get souvenirs or goods from the city of Medan, Artists and Craftsmen will be easy to explore their talents and abilities, Medan City will have a new icon that has a strong character of Medan city[1].

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The choice of location in this design case is on the Deli River. Lately, news that the Government of North Sumatra Province (Pemprovsum) will build a toll road in the city along the Deli River (Bureau of Public Relations and Protocol set a North Sumatra Province) river and its banks will be neglected. The river should be a city potential that can be used as facilities and public space for the community. Therefore, the design of the Arts and Crafts Market will be the form of saving the river from the issue and also becoming a public space for the people in Medan. By exploiting the river's potential, the community is more motivated to preserve the river and maintain it for the sake of the continuity of life[2].

The existence of the tourism industry and preserving culture is also a significant asset in the income of foreign exchange, regional income and community income with the emergence of job opportunities for residents where the tourist attraction is developed. To that end, the development of the tourism sector continues to be enhanced by developing and utilizing the existing sources and potentials of national tourism to become a more reliable source of economic activity[3].

The construction of the Arts and Crafts Market is designing with various attractive and Neovernacular-themed facilities that reflect cultural values as more valuable in the design of this arts and crafts market. Also, Besides the Arts and Crafts Market aims to increase the curiosity of citizens to find out more about the culture of the North Sumatra region and increase people's income from the cooperation between entrepreneurs and the city government. With the existence of the arts and crafts market, this is also the answer to the potential of the creative economy and industry that Medan city government wants to implement in Medan (Figure 1).

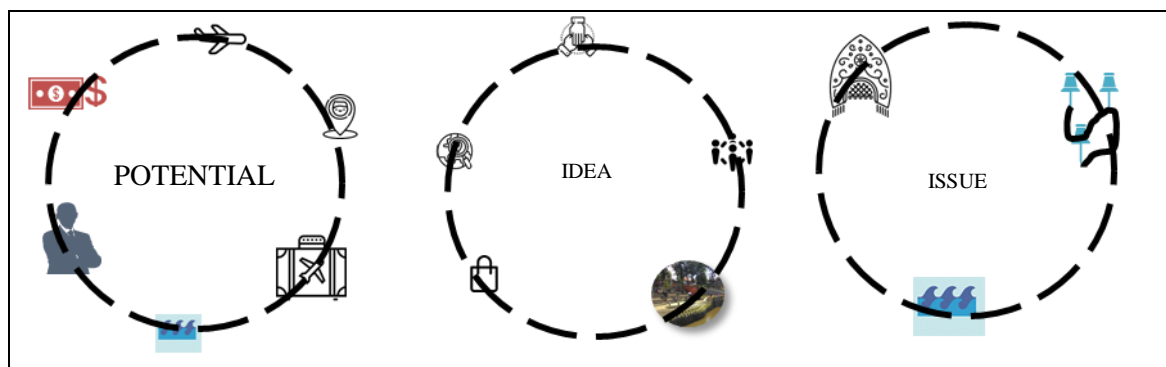


Figure 1 Design Issues

2 Literature Review

The market is defined as an organization in which sellers and buyers can easily relate to each other. In a limited sense, it is a particular and fixed place, the trading centre, especially goods for daily needs. Markets can be named after according to the name of the region, market day's name, the time of activity, and the goods being traded [4].

The Medan City History timeline :

The Arrival of Japanese Invaders to Medan City (1942)

In 1942 the Dutch colonialism ended in Sumatra when Japan landed in several regions such as Java, Kalimantan, Sulawesi and specifically in Sumatra Japan landed in East Sumatra. The Japanese said they helped Asians because they were Old Asian siblings, so they were welcomed [5].

Medan City Welcomes the Independence of the Republic of Indonesia (1945)

When the Japanese authorities realized their defeat, they immediately stopped all activities such as Heiho, Romusha, Gyu Gun and Talapeta. With a tortuous journey, the youth held various actions so that after all independence must be upheld in Indonesia, especially youth in the City of Medan and on August 17, 1945, the echo of independence had reached the city of Medan Art and craft market[5].

Establishment of the Sultanate of Deli (16th - 17th Century)

In the early 1600s, the term Haru or Aru was also replaced by the name Deli. The Haru region then gained independence from Aceh in 1669, under the name Sultanate of Deli. The founder of this empire is Seri Paduka Gocah Pahlawan [6].

Medan Village and Deli Tobacco (16th - 17th Century)

According to Pelly (1983) and Bappeda (2012), Medan was once a small village located on the junction of the Sungai Deli and Babura confluence established at the end of the 16th century. Also, Besides, the quality of land in East Sumatra, especially Deli has very soil conditions fertile so that it can produce high-value tobacco [7].

Influence of Dutch Arrival in Deli Land (18th Century)

The Dutch colonial government as the highest holder of power, of course, pushed and opened the door wide to enter foreign private investment and capital. To enter foreign capital to open plantations in the Medan region has brought its changes to the Medan village[8].

The Birth of Medan Gemeente (19th Century)

Medan city was born on April 1, 1909, as a municipality (Gemeente). The formation of the Medan Gemeente was based on Decentralization 1903. The Gemeenteraad (city council) was tasked with regulating all policies and affairs in the city because, at that time, there was no mayor [8].

It is a place that promotes exhibition and marketing promotion activities of North Sumatra arts and crafts, as a meeting place for sellers and buyers of arts and crafts, as well as economic representations of artists and artisans who are very helpful in developing ideas about art, especially for the younger generation until old.

Some well-known cities such as Yogya and Solo already have an art market, with an art market in one city will reflect what culture is in the city, and in each city certainly has a different culture. With the existence of the art market, it also supports the creative industries that the Medan government has long wanted to implement. The Medan city should have a market that encompasses and overshadows all arts and cultural activities in the city of Medan, which can later give a new face to the city of Medan and reflect the city of Medan.

Neo vernacular Architecture

Neo-vernacular architecture is an application of existing architectural elements, both physical (form, construction) and non-physical (concept, philosophy, spatial) to preserve local elements that have been formed empirically by a tradition which then has little or the number of experiences of renewal towards a work that is more modern or advanced without compromising the values of local traditions[9].

What is considered in the process of applying the approach in neo-vernacular architecture is design interpretation, namely the approach through the analysis of cultural traditions and local architectural heritage which is incorporated into a structured design process which is manifested in a modified form under the present era, the designs and styles used with the symbolism approach, rules and typology. The traditional structures used are adapting existing building materials in the area and adding aesthetic elements that are adapted according to the function of the building [10].

The choice of the Neovernacular theme in the design of the Arts and Crafts Market is based on the design's location, where Medan is a city with many ethnic Malay in it. This is what ignores the application of cultural elements in the design of the Art Market in Medan. Like the use of the roof and the pattern is designed from the Pantun philosophy.

3 Methodology

This study is descriptive in nature, which relies on secondary data obtained from libraries, related agencies related to urban planning such as the Medan City Planning Agency and online sources. Then proceed with observing the location of potential sites as art markets. These observations emphasize apart from the location of the site as well as on the environment and infrastructure around the site.

In determining the functions and realizing the facilities and infrastructure of the area and buildings, a long and sequential process is required. An architect's method or method is needed to find ideas to create a building design according to its function[11]. Stages of study in selecting locations and ideas on the Design of Arts and Crafts Market project in Medan City, namely: Determination of Topics, namely the Revitalization of the Deli River Region. Determine the target, Medan City Communities, Out-of-town and Overseas Tourists Criteria to determine the Area of Achievement Location the location is easily accessible by the main road, adequate site size, other requirements such as Land ownership, land value[12]. Then, look for regulations on-site location: GSB, GSS, KDB, KLB, KDH, RDTR, RTBL. Determine the design location: Palang Merah street No.269, A U R, Kec. Medan Maimun, Medan City, North Sumatra 20212 (After getting the right location, then survey a predetermined place to see the condition of the existing site and around the site). Furthermore, all data is collected in the analysis to solve the design problem; the analysis results produce the design concept.

4 Results and Discussion

The project location is on Palang Merah street. No.269, A U R, Kec. Medan Maimun, Medan City, North Sumatra. This location is economic area 1 in Medan city, Location in the city centre and easily accessible, this location was chosen because it met the criteria for the construction of a market that is a commercial area, namely a commercial1. Based on calculations from satellite maps. This location has an area of around 13,000 m² or 1.3 hectares (Figure 2).

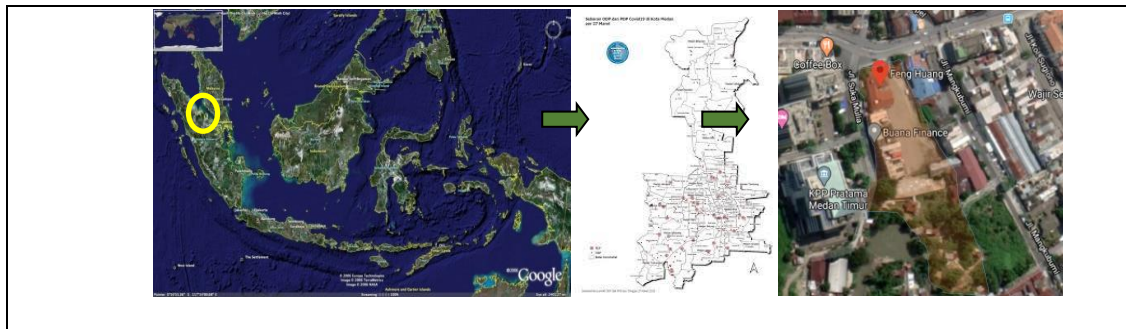


Figure 2 Project location

Based on the Medan City Spatial Plan Plan Map, alternative site two is located in a high-density residential area (R-1) and trade (K-1) (Figure 3).

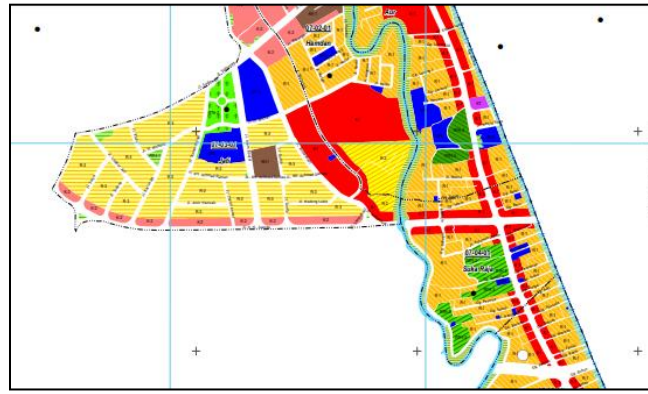


Figure 3 RTRW and Medan city zoning regulations for 2015-2035

Zoning concept

Zoning is divided into two, namely open areas and market areas (floors 1-3). The open area will be used as a place of recreation, such as learning spaces for arts and crafts with the concept of a gazebo, outbound (dock and children's play), parking and pedestrians (Figure 4).

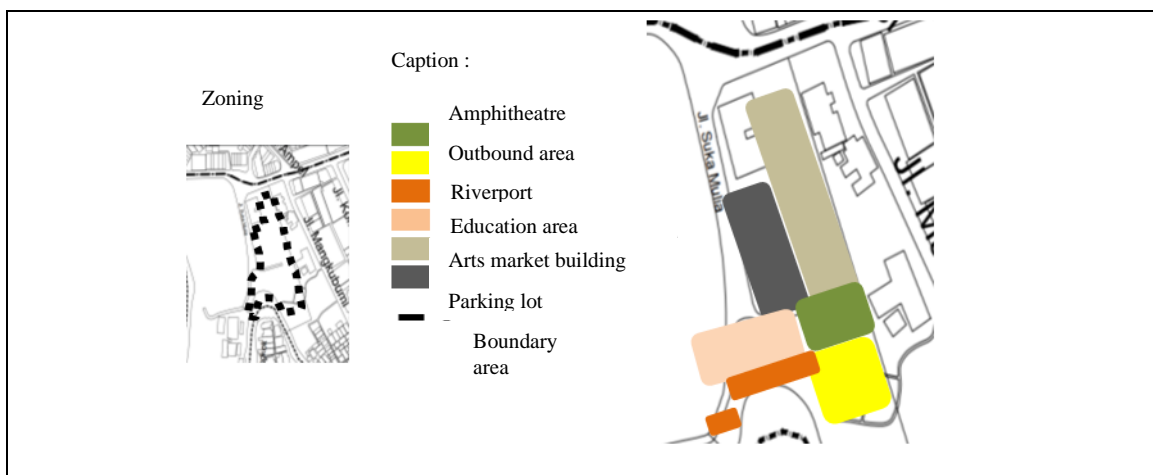


Figure 4 Zoning

The Concept of Mass

The concept of building mass of the Arts and Crafts Market is a building that is responsive to the land's context. The shape of the mass is adjusted to the characteristics of the building in order to provide facilities to individuals/groups as users (Figure 5).

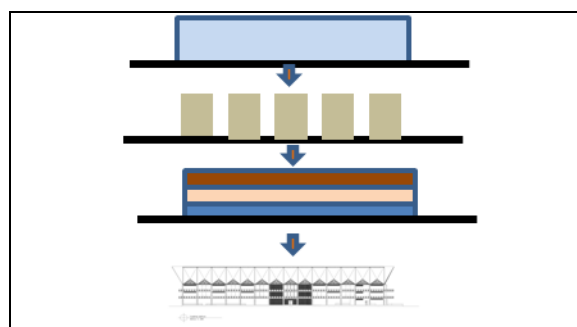


Figure 5 Concept of Mass

Space organization

The organization of space in a structural area of a grid or other three-dimensional structure (figure 6)[13].Based on the division of mass arrangement arrangements that are appropriate to be applied to the planning area, namely linear and grid patterns, due to the linear shape that can direct and connect the spaces by adjusting them to the site topography, as well as market residents who will easily select the goods to be purchased, as well as the shape of clusters that form spaces on different contours.

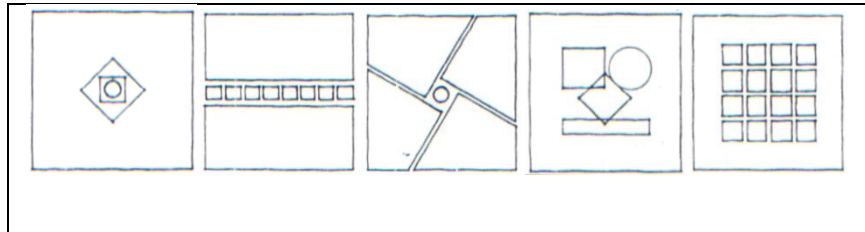


Figure 6 Mass Organization Arrangements and Inter-Mass Relations

Landscape concept

Provision of open space is one of the design concepts of this art market, such as the provision of recreational and outbound areas with the aim that visitors always feel comfortable and not bored in it (Figure 7).

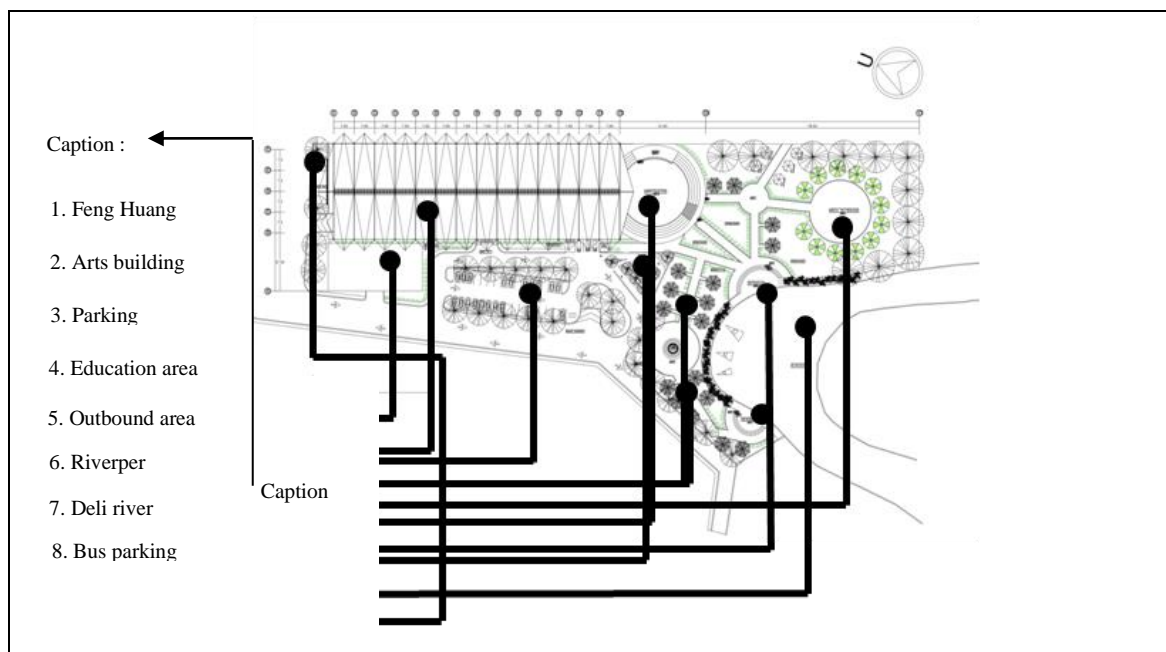


Figure 7 Landscape concept

Open space

Open space used in this design is the provision of river promenade as a public space to enjoy the river Deli with various facilities provided (Figure 8).

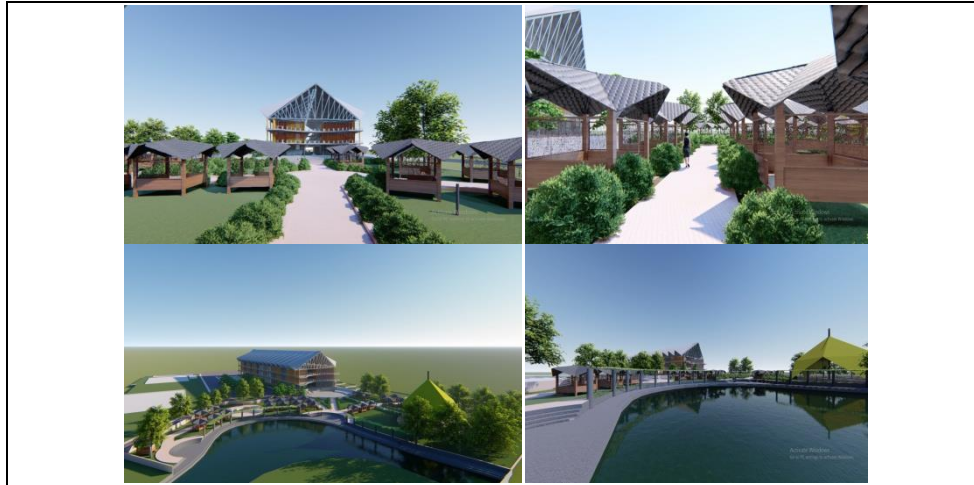


Figure 8 Open space

The concept of natural lighting

Skylights are applied to masses with thicker building lengths, especially in building corridors so that sunlight can enter the central part of the building that does not have enough sunlight from outside the building. The space below the skylight is a void that can make the library atmosphere more extensive (Figure 9).

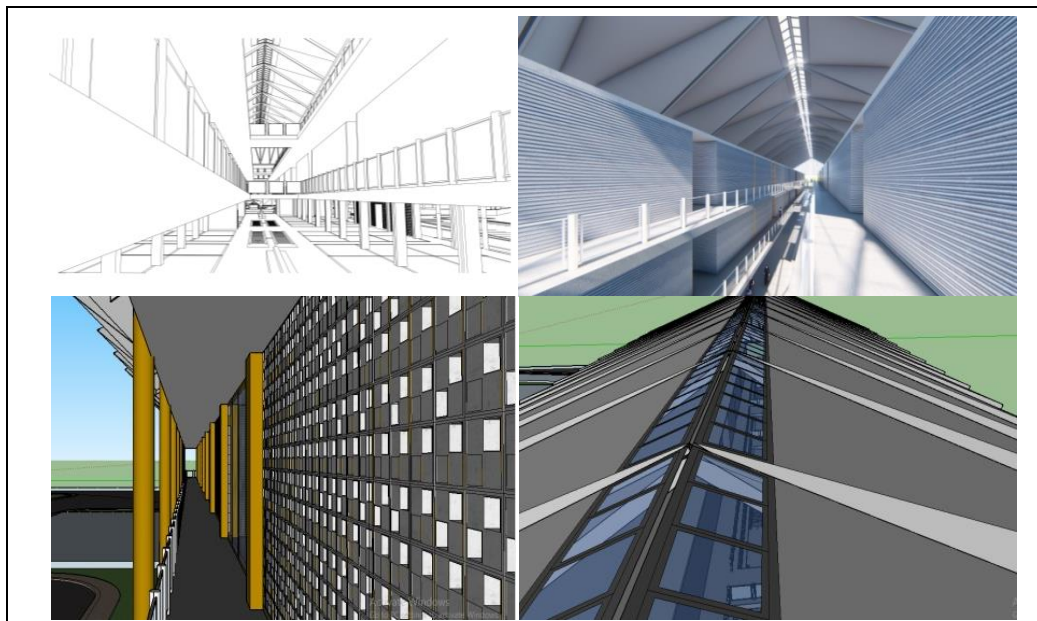


Figure 9 Natural lighting

Unloading and loading

This art market will use a standard loading and unloading system with a loading system. Provision of this facility requires a special space in the building's transportation route and involves accessibility which is designed on the first floor by using large vehicles with large loads. The following is the standard of the loading and unloading area design according to Data Architect: (Figure 10)[14].

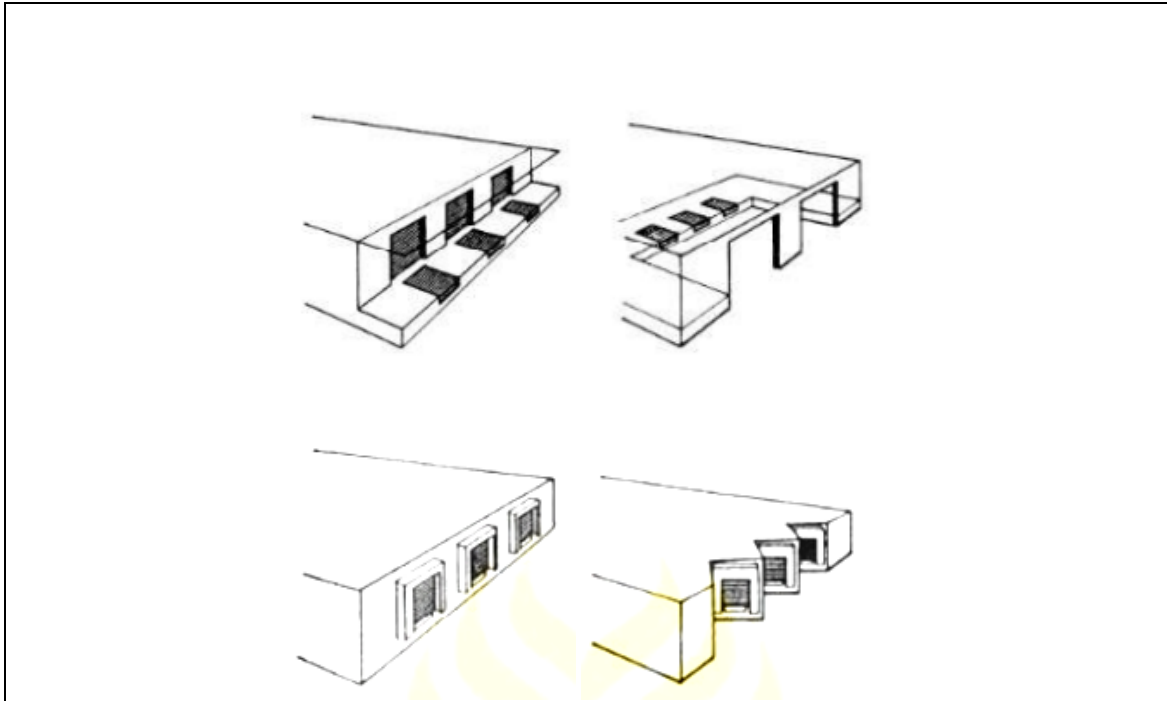


Figure 10 Loading and unloading with hydraulic canopies & ramps, indoor loading & hydraulic ramps, loading and unloading ramps with weather protection, loading and unloading with limited area.

Market Utilities

One of the factors that need to be considered in planning a market is Market Utilities. The utility system is essential in supporting all technical needs. However, sometimes there are many markets with the inadequate utility to cause less optimal activity in the market. For example, markets with inadequate fire prevention facilities are very vulnerable to fire hazards that can arise at any time. A good market must optimize the utility system so that all activities in the market can run well [15].

Fire handling is provided by fire ladders for vertical evacuation. For fire detection, use a smoke detector and a heat detector as a detector, then use a fire alarm as a warning alarm. Then the automatic sprinkler system will work automatically to extinguish the fire (Figure 11).

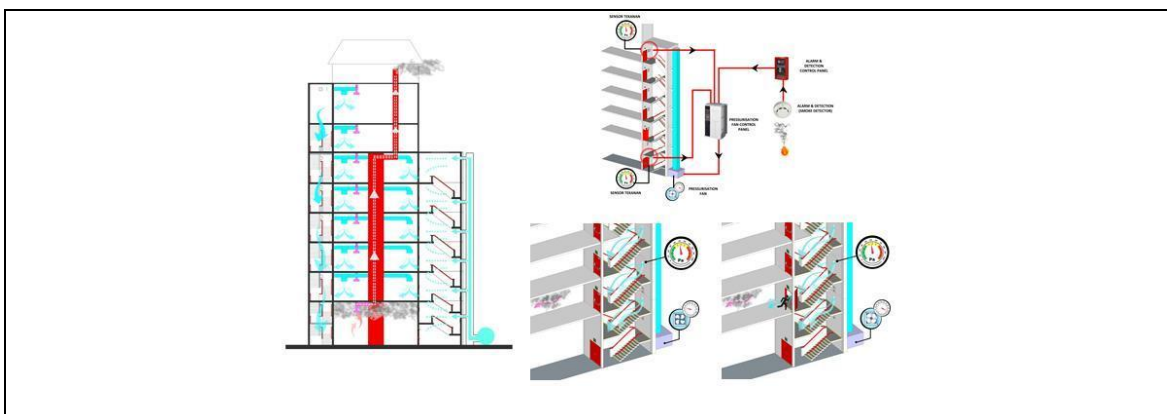


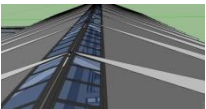



Figure 11 Fire evacuation

Neo vernacular Approach

The use of the theme of neo vernacular architecture in buildings is a deli architectural approach. The application of the theme to the building is described in the following table (Table 1).

Table 1 Overview of Neo vernacular

Picture	Neo vernacular Approach
	In this art market, stage elements will be transformed by using prominent columns at the building's foot, which will still reflect the traditional feel of the building.
	The concept of a roof in the arts and crafts market is taken from the Malay philosophy, namely Pantun Melayu . The deli Melayu tribe, which is mostly located in North Sumatra, has its own culture and literature and is guarded against generation to generation, the Pantun Melayu deli, which uses the unique language of Malay.
 	In every traditional house using materials and natural ventilation, this will also be applied to the Arts and Crafts Market using natural materials and natural ventilation in its design.

5 Conclusion

This Arts and Crafts Market accommodates all arts and crafts expertise in the field, aiming to sell and educate anyone who wants to learn the art and make crafts. Where this art market provides market space for trade in goods and provides educational space and additional facilities such as restaurants, outbound land, and piers, which in this design includes the river Deli in the effort to repair and organize the river, This art market will also be designed with the application of the NeoVernakular concept.

With the design of this arts and crafts market, we hope that in the future people will be able to know how about arts, crafts and cultural diversity that we have very much and deserve to be maintained and developed continuously so as not to disappear from civilization. Not much is known about art in words alone but can know complexly about it.

Lack of community appreciation for arts and culture, it is essential to build an art and craft market that can increase public appreciation. Designing more modern arts and crafts markets but not forgetting cultural elements can be an effort to increase public interest. The design of this art market uses the NeoVernakular theme. This theme is closely related to culture.

Acknowledgement

This research is a study of Art and Craft Market Design which is expected to be a recommendation for the city government as a solution to support a creative industry that has been planned by the previous city government and to provide art facilities in the city of Medan which is considered important for the advancement and building of the Medan city character in terms of culture.

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